

American Indian
Quit Line Data Summary
July 1 - December 31, 2004

	<u>Amer. Indian</u>	<u>State</u>
Number of Calls to Quit Line	N = 178	N = 6,751
Percent of Statewide Calls	3.6%	100.0%
Percent of State Population¹	1.5%	100.0%
	<u>Amer. Indian %</u>	<u>State %</u>
Gender	N = 177	N = 5,935
Female	66.1%	64.9%
Male	33.9%	35.1%
Race/Ethnicity	N = 178	N = 4,951
American Indian	100.0%	3.6%
Age	N = 175	N = 5,562
Less than 18 years old	2.9%	1.6%
18 - 24 years old	21.1%	14.2%
25 - 34 years old	13.7%	23.3%
35 - 44 years old	25.7%	26.2%
45 years and older	36.6%	34.8%
Education	N = 172	N = 5,242
Did not graduate high school	26.7%	21.0%
High school graduate	40.1%	34.9%
Some college/vocational school	27.3%	33.4%
College graduate	5.8%	10.6%
Caller Type	N = 176	N = 6,213
General Information	1.1%	9.9%
Health care provider	0.0%	4.3%
Tobacco user	98.9%	85.8%
Payer Type	N = 127	N = 4,135
Insured	32.3%	35.4%
Uninsured	23.6%	27.8%
Medicaid	44.1%	36.8%
Heard About	N = 149	N = 4,820
Past caller	25.5%	17.0%
Employer/worksites	0.0%	1.0%
Health care provider	26.2%	30.2%
Television	6.7%	9.1%
Outdoor advertisement (billboard/bus/wall)	1.3%	2.4%
Targeted mailing	0.0%	0.1%
Great Start	0.0%	0.1%
Radio	0.0%	1.3%
Newspaper/Magazine	2.0%	1.4%
Brochure/Newsletter	10.1%	6.1%
Family or friend	21.5%	25.8%
Health Department	6.7%	4.9%
School	0.0%	0.7%